

EXHIBIT 23

**IN THE UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF WISCONSIN**

ESSOCIATE, INC.,

Plaintiff,

v.

AZOOOGLE.COM, INC., and EPIC MEDIA
GROUP, INC.,

Defendants.

CASE NO. 11-cv-727-bbc

PLAINTIFF'S INFRINGEMENT CONTENTIONS

Pursuant to this Court's December 29, 2011 Preliminary Pretrial Conference Order (Dkt. No. 11), Plaintiff Essocate, Inc. hereby identifies the following claims in U.S. Patent No. 6,804,660 (the "'660 Patent") being asserted against each of the following accused devices:

'660 Patent Claims Asserted	Accused Device
Claims 1, 10, 15, 23, 28, 36	The online affiliate marketing network operated by Defendants at << http://www.epicdirectnetwork.com >> and previously at << http://www.azoogleads.com >>.

On information and belief, Defendants' online affiliate marketing network at

<<<http://www.epicdirectnetwork.com>>> and previously at

<<<http://www.azoogleads.com>>> infringes additional claims of the '660 Patent.

Essocate has served discovery in an attempt to confirm that infringement and will serve amended infringement contentions promptly upon discovering information confirming that additional infringement.

DATED February 24, 2012.

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